



*Training Course:  
Mastering Executive Communication Strategies  
for Organizational Success*

*16 - 27 November 2026  
Madrid (Spain)*

## Training Course: Mastering Executive Communication Strategies for Organizational Success

Training Course code: LS235914 From: 16 - 27 November 2026 Venue: Madrid (Spain) - Training Course Fees: 9450 € Euro

### Introduction:

In today's fast-paced business environment, effective communication is a critical skill for executives to influence decision-making, manage teams, and lead organizations toward success. This program, designed by Global Horizon Training Center, focuses on mastering the art of executive communication, equipping leaders with advanced strategies to communicate effectively in any situation. From crisis management to presenting innovative ideas, participants will develop the skills to convey messages clearly and persuasively to a wide range of audiences, internally and externally.

### Objectives:

By the end of this program, participants will:

1. Understand the principles of executive communication and its importance for organizational success.
2. Develop skills in clear and impactful verbal and written communication.
3. Master advanced strategies for managing communication during organizational change and crisis.
4. Enhance interpersonal communication skills for building trust and influencing stakeholders.
5. Learn to tailor messages for diverse audiences to drive engagement and alignment.
6. Gain expertise in strategic storytelling to influence decision-making.
7. Use advanced communication techniques to foster innovation and lead teams effectively.

### Target Audience:

This program is designed for:

- Senior Executives and Leaders
- Department Heads and Managers
- Directors and Senior Managers responsible for communication and strategic initiatives
- Leaders who aim to enhance their communication strategies and drive organizational success

## Course Outline:

### Day 1: Introduction to Executive Communication

- Understanding the role of communication in leadership
- Core principles of executive communication
- Assessing communication styles
- Setting the foundation for effective communication strategies

### Day 2: Verbal Communication Excellence

- Mastering the art of persuasive speech
- Techniques for impactful presentations
- How to build credibility and engage your audience
- Speaking with authority and confidence

### Day 3: Advanced Written Communication

- Writing clear and concise executive reports
- Crafting persuasive emails and business correspondence
- Adapting tone and style for different audiences
- Avoiding common writing pitfalls

### Day 4: Strategic Storytelling

- The power of storytelling in business communication
- Structuring narratives for impact
- Using storytelling to communicate vision, strategy, and change
- Real-life examples and applications

### Day 5: Crisis Communication and Change Management

- Handling communication in crisis situations
- Communicating during organizational change

- Managing sensitive issues with stakeholders
- Case study analysis and practical exercises

#### Day 6: Interpersonal Communication for Leadership

- Building trust through effective one-on-one communication
- Active listening and emotional intelligence in leadership
- Giving and receiving feedback with impact
- Navigating difficult conversations

#### Day 7: Communicating with Diverse Audiences

- Tailoring your communication to different stakeholders
- Understanding cultural, generational, and professional differences
- Strategies for effective communication with teams, boards, and clients
- Communication strategies for global organizations

#### Day 8: Non-Verbal Communication for Executives

- Mastering body language and tone of voice
- The impact of non-verbal cues in leadership communication
- Using non-verbal communication to reinforce your message
- Recognizing and interpreting the non-verbal cues of others

#### Day 9: Building Communication Strategies for Organizational Success

- Aligning communication with organizational goals
- Developing a communication plan for executives
- Using communication to drive business outcomes
- Measuring communication effectiveness

#### Day 10: Executive Communication in Practice

- Final presentations and feedback



- Developing an individual action plan for improving executive communication
- Group exercises: applying learned skills to real-world business scenarios
- Program wrap-up and feedback session

## Registration form on the Training Course: Mastering Executive Communication Strategies for Organizational Success

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

### Delegate Information

Full Name (Mr / Ms / Dr / Eng): .....  
 Position: .....  
 Telephone / Mobile: .....  
 Personal E-Mail: .....  
 Official E-Mail: .....

### Company Information

Company Name: .....  
 Address: .....  
 City / Country: .....

### Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): .....  
 Position: .....  
 Telephone / Mobile: .....  
 Personal E-Mail: .....  
 Official E-Mail: .....

### Payment Method

- Please find enclosed a cheque made payable to Global Horizon
- Please invoice me
- Please invoice my company

### Easy Ways To Register

Telephone:  
+201095004484 to  
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place.

Fax your completed  
registration  
form to: +20233379764

E-mail to us :  
info@gh4t.com  
or training@gh4t.com

Complete & return the  
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to: Global Horizon  
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